

Reflections on the Future: The Publishing Industry and Cataloging
Tuesday, September 28, 2004, Library of Congress, Washington, DC

Tuesday, September 28, 2004, the Library Services Bibliographic Access Divisions hosted a meeting in the Madison Building to discuss The Publishing Industry and Cataloging. The all day conference was sponsored by LC's Acquisitions & Bibliographic Access Directorate to survey the landscape of issues of mutual concern to librarians and publishers. This was the sixth event in LC's series of Reflections on the Future, whose objective it is to explore issues of critical interest to library work in general and cataloging in particular given the advent of Internet technology and a host of new options for managing and accessing bibliographic information.

The conference was opened with remarks by Susan Vita, Chief, Special Materials Division (SMCD), coordinator of the Reflections Series. The meeting's moderator, John Celli, Chief, Cataloging in Publication Division, provided an overview of some new cataloging initiatives designed to enhance the cataloging record, to improve users' experience and develop new forms of bibliographic access, while improving efficiency of the cataloging process. These included Electronic Cataloging in Publication, which enables publishers to request cataloging via the Internet for forthcoming titles; Text Capture and Electronic Conversion, which automates much of the descriptive cataloging process; the New Books Program which will further enrich cataloging data; and the LC Partnership Program which promises to connect the Library of Congress with local libraries and enable readers to readily request forthcoming books from their local library.

The morning proceeded with discussions of how publishers store and maintain files of text of forthcoming books; how they manage data about their books; what metadata publishers routinely might provide LC, the Internet, and the marketplace; what formats might be used for this data -- XML, ONIX, Mets, MODS, or MARC; efforts planned to digitize content of back list titles; and, Ebooks vs. ink print, and how they will grow/decline. Publishers noted that the systems they use for managing titles are complex, serve a wide variety of functions, and are typically unique to the needs and culture of each publishing firm. Large publishers were hopeful that the ONIX format will eventually become a standard mechanism for sharing publisher provided information to vendors, distributors, and libraries. Publishers also noted a move to print more works on demand while some publishers noted they are moving files to XML to better support print on demand and production of other products.

The afternoon was spent in discussing the basic rights issues that most concern publishers and what solutions are on the horizon: how much content (e.g., sample text) can publishers provide without jeopardizing sales; how can publishers, LC, and other libraries work together to facilitate bibliographic access; how much of the process can be automated; can some basic title page data elements be standardized to support automated creation of records; and, can New Book records be used, if enhanced, in place of conventional cataloging for some types of books (e.g., ephemeral works or works of uncertain value).

Library of Congress staff expressed interest in exploring ways in which ONIX records might be used to enhance data elements in catalog records as well as how they might be used to expedite the CIP data process. There was also mutual interest in exploring ways in which name authority work might include more involvement of publishers as well as ways in which publishers may be able to benefit from the use of name authority files. Participants also speculated on the possibility of submitting an electronic or PDF file to the Library of Congress in place of the ink print copy of the book that publishers are obligated to send to LC when obtaining CIP data.

The discussion of these complex issues has enabled the publishers' representatives and Library of Congress staff to better appreciate the challenges each confront daily and to be better positioned to plan for the future.

The publishing industry representative were: Karolyn Anderson, Manager, Library Markets, McGraw-Hill Professional; Shari Chappell, NAB Production Editing Supervisor, Cambridge University Press; Cindy Cunningham, Director of Media Cataloging, Corbis Corporation; Michael Dellert, Content Management Supervisor, Cambridge University Press; Cathy Felgar, NAB Senior Production Controller, Cambridge University Press; Theresa Horner, Director of Ebook Operations, Harper Collins; Gwentyth Jones, Vice President, Publishing Information Systems and Technologies, John Wiley & Sons; Lyn Miliano, Manager, Cataloging Department, Quality Books, Inc.; and, Gary Ross, Sr. Director of Technical Sales, Thomson/Gale. Representing LC were Deanum Marcum, Association Librarian for Library Services; Beacher Wiggins, Director for Acquisitions and Bibliographic Access, chiefs from the directorate, and many of the principals. Detailed discussion notes were prepared by Joseph Bartl, Special Materials Division (SMCD), LC.

Prepared by Oxana Horodecka, Coordinator of Electronic Program, CIP, Library of Congress.